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S U B J E C T : Philadelphia Focus Group Summary
Adventure Team/Miles

Last week we conducted four focus groups in Philadelphia to explore consumer awareness of and impression about the Adventure Team/Miles promotion.

- 3 groups were conducted among adult male Marlboro smokers (2 groups ages 21-24; 1 group ages 25-34)
- 1 group was among adult male Competitive smokers, ages 25-34

The following summarizes Key Findings.

M A R K E T I N G P E R C E P T I O N S , I N C .

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